

MEDIA RELEASE

26/03/19

Local Drug Action Team 'Game On'

The Port Pirie Local Drug Action Team in partnership with the Regional Council of Port Pirie held 'Game On', a multi-player PC and console gaming event on Sunday, 24 March at the Northern Festival Centre.

With generous sponsorship from Nyrstar, Northpoint Ford and Hyundai, Country Arts SA, Intersport, Autopro, Repco, Homeflair Furnishings, SD Caputo & Sons, Virtus Soccer Club and Magic 105.9 participants were vying to become the inaugural winners of the Nyrstar Cup for the FIFA Soccer challenge and the Northpoint Cup for the fastest car race time on the day. Winners and runners up also took home cash and voucher prizes.

Over 200 community members attended Game On which aimed to expose youth and the community to alternative, non-traditional activities of social inclusion which had not previously been experienced in Port Pirie. Representatives from Mighty Kingdom, an Adelaide based game development company, were also on hand to speak directly with participants about career pathways in game development, design and programming.

The Local Drug Action Team Program, which is managed by the Alcohol and Drug Foundation, supports organisations to build or extend partnerships in their community and use local knowledge to deliver evidence-informed alcohol and other drug harm prevention initiatives that are tailored to the needs of their local area. This activity enabled the Port Pirie Local Drug Action Team to engage and consult with the community about drug and alcohol concerns in their region which will help inform the Team about future primary prevention activities and planning.

The Port Pirie Local Drug Action Team is a partnership between Uniting Country SA and multiple support service agencies in the Port Pirie region. The Team is currently delivering on objectives of their Community Action Plan which has a focus on youth and young adults in building their knowledge, their self-worth and sense of community connection to help them avoid the negative impacts of drug and alcohol mis-use.

"The event was a great opportunity for members of the community to learn more about the work we are aiming at doing to prevent and reduce alcohol and other drug-related harms in the local area," said Brett Finlay, Australian Red Cross worker and Port Pirie Local Drug Action Team member who led the 'Game On' project.

"In addition to this, we have been overwhelmed with positive feedback received from attendees or their family members who were thankful for an alternative engagement activity in which they, or their children could enjoy and feel a part of."

The Alcohol and Drug Foundation's Chief Executive Officer Dr Erin Lalor, said the Local Drug Action Team will play a key role in building a healthier community.



“The Local Drug Action Team Program empowers community partnerships to use local knowledge and build evidence-informed activities to prevent alcohol and other drug related-harms at a grass roots level,” Dr Lalor said.

“Supporting communities to be at the heart of the solution is critical if we are to address alcohol and other drug-related harm,” Dr Lalor added.

The Local Drug Action Team Program is part of the Australian Government’s investment of \$298 million over four years under the National Ice Action Strategy.

By 2020 there will be more than 200 Local Drug Action Teams across Australia.

For more information about the Local Drug Action Team Program please visit www.adf.org.au/ldat.

ENDS

For further information about the Local Drug Action Team Program, please call the ADF’s Media Manager on 0430 948 380.